

# **Planning Interactive Hybrid Special Events That Actively Connect and Engage Online and In-Person Attendees Together**

Matthea Marquart, Krystal Folk, and Melissa Thompson  
Monday, June 14, 2021 @ 2:30-3:00pm ET

# Innovations in Learning and Technology for the Workplace and Higher Education.

**The Learning Ideas Conference 2021**

14th annual conference

## **STREAM 1**

**Chair: David Guralnick, Ph.D., Kaleidoscope Learning, New York, New York, USA**

**1:30 PM - 3:00 PM**

**2:30 PM - 3:00 PM**



### **Planning Interactive Hybrid Special Events That Actively Connect and Engage Online and In-Person Attendees Together**

**Matthea Marquart and Krystal Folk**, Columbia University School of Social Work, New York, New York, USA

In this session, the presenters will share Columbia University's School of Social Work's online campus experience, and provide lessons learned and advice for educational institutions and workplaces planning online and hybrid special events. Applications for learning organizations include celebratory culminating events for course completion, receptions for special guest speakers, networking sessions at conferences, showcase events, and more.

# AGENDA

1	Welcome and introductions
2	Live-streamed in-person events vs. hybrid special events
3	Example hybrid special event: Steven P. Schinke Awards Reception
4	Wrap up, thank you, and Q&A

# Connect with the Presenters



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<https://socialwork.columbia.edu/academics/online-msw/>

Free recordings & resources from our award-winning webinar series to support faculty who are new to teaching online:

[https://bit.ly/CSSW\\_WebinarSeries\\_TransitioningOnline](https://bit.ly/CSSW_WebinarSeries_TransitioningOnline)

# What's in this for you?

- Discuss the difference between an live-streamed in-person event and a hybrid special event
- Describe an example of a hybrid special event, including logistics, participant feedback, and potential uses



- Share your ideas



- Ask questions



- Add to your toolkit

# Intro to the Columbia University School of Social Work's Online Campus

- [Fully online Master's of Science in Social Work](#)
  - Program options: 1) Clinical, 2) Generalist, 3) Management/Leadership/Entrepreneurship, 4) Policy
- Launched in Fall 2015; First graduates in May 2017
- Primary model: Weekly synchronous classes in Adobe Connect + asynchronous homework in Canvas

	Academic Publications	Conference Presentations	Awards & Media
<b>Institute on Pedagogy and Technology for Online Courses</b>	Developing and Supporting Faculty Training for Online Social Work Education: The Columbia University School of Social Work Online Pedagogy Institute, <a href="#">Journal of Teaching in Social Work</a> , 2019 & published as a chapter in <a href="#">Online and Distance Social Work Education: Current Practice and Future Trends</a> , 2020	<ul style="list-style-type: none"> <li>• Columbia University Center for Teaching and Learning Celebration of Teaching and Learning Symposium, 2020 - <a href="#">poster</a></li> <li>• Council on Social Work Education, 2020 - <a href="#">slides</a></li> <li>• Network for Social Work Management, 2019 - <a href="#">poster</a></li> <li>• Social Work Distance Education Conference, 2019 - <a href="#">slides</a></li> <li>• UPCEA Mid-Atlantic Regional Conference, 2020</li> <li>• UPCEA invited webinar, 2020 - <a href="#">slides</a></li> </ul>	<ul style="list-style-type: none"> <li>• International E-Learning Award (IELA, 2018)</li> <li>• International Award for Excellence in Training (USDLA, 2019)</li> <li>• Faculty and Staff Development Award (UPCEA Mid-Atlantic, 2019)</li> <li>• Learning in Practice Award (Chief Learning Officer Magazine, 2020)</li> <li>• The Best Teachers are Also Amazing Learners, <a href="#">USDLA Blog</a></li> <li>• Reflections from the Summer 2019 Institute, <a href="#">Teaching &amp; Learning in Social Work Blog</a></li> </ul>
<b>Institute on Technical Skills for Online Event Production</b>	Developing Technical Expertise to Support Synchronous Online Classes: The Columbia University School of Social Work Institute on Technical Skills for Online Event Production, <i>International Journal of Advanced Corporate Learning</i> , 2021 ( <a href="#">in press</a> )	<ul style="list-style-type: none"> <li>• UPCEA Mid-Atlantic Regional Conference, 2020 - <a href="#">slides</a></li> <li>• Network for Social Work Management, 2021 - <a href="#">slides</a></li> </ul>	<ul style="list-style-type: none"> <li>• International E-Learning Award (IELA, 2020)</li> </ul>
<b>Annual Online Faculty Development Series</b>	The Annual Online Faculty Development Series (in progress)	<ul style="list-style-type: none"> <li>• The New School's Management &amp; Social Justice Conversation Series, 2020 - <a href="#">slides</a></li> <li>• UPCEA Mid-Atlantic Regional Conference, 2020 - <a href="#">slides</a></li> <li>• Network for Social Work Management, 2021 - <a href="#">slides</a></li> </ul>	<ul style="list-style-type: none"> <li>• Faculty and Staff Development Award (UPCEA Mid-Atlantic, 2020)</li> </ul>
<b>Webinar Series for Educators Moving to Remote Teaching Due to COVID-19</b>	Promoting Quality E-Learning During the COVID-19 Pandemic via an Award-Winning Webinar Series for Faculty Transitioning to Teaching Online, <a href="#">IEEE Xplore</a> , 2021	<ul style="list-style-type: none"> <li>• Sixth International Conference on e-Learning, 2020 - <a href="#">slides</a></li> </ul>	<ul style="list-style-type: none"> <li>• International E-Learning Award (IELA, 2020)</li> <li>• Crisis Management Marketing Award (UPCEA, 2020)</li> <li>• During Pandemic, In-House Expertise Anchors Faculty New to Teaching Online, <a href="#">CSSW News</a></li> <li>• Teaching Teachers to Teach Online, <a href="#">IELA Blog</a></li> </ul>

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| 1 | Welcome and introductions  |
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| 4 | Wrap up, thank you, and Q&A                                      |



Live-streamed in-person events vs. hybrid special events		
Online participants can:	Live-streamed in-person events	Hybrid special events
See and hear what’s happening at the in-person event	X	X
Communicate among themselves, via typed chat	X	X
Communicate among themselves, via mic/webcam		X
Communicate with event hosts (who can moderate messages to event speakers) via typed chat	X	X
Communicate directly with in-person participants, via mic/webcam		X
Participate in group photos		X

# Example hybrid special event: Graduation reception



# Tapped into CSSW experience with HyFlex courses



- CSSW piloted versions of HyFlex courses during 2018 and 2019
- These courses taught in-person and online students simultaneously
- To learn more:
  - Verdooner, E. & Marquart, M. (2021, February). A Modified Version of HyFlex: Piloting Remote Live Participation at Columbia University's School of Social Work. In Beatty, B. (Ed.), Hybrid-Flexible Course Design: Implementing student-directed hybrid classes. EdTech Books. [https://edtechbooks.org/hyflex/modified\\_hyflex\\_rlp](https://edtechbooks.org/hyflex/modified_hyflex_rlp)
  - Marquart, M., Englisher, M., Tokieda, K., Samuel, V., Standlee, J., and Telfair-Garcia, A. (2018, November 16). *Can online students be fully integrated into residential courses via web conferencing? Lessons learned from two pilot courses at Columbia University.* Workshop presented at the Online Learning Consortium Accelerate Conference, Orlando, FL, and also streamed for a simultaneous virtual audience via Sonic Foundry's Mediasite. Materials deposited in Columbia University's Academic Commons: <https://doi.org/10.7916/D8M91SK7>

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# Example hybrid special event: Steven P. Schinke Awards Reception





# About the Steven P. Schinke Awards

## RECEPTION AND CEREMONY FOR THE 2019 STEVEN P. SCHINKE INNOVATION AWARDS AND FELLOWSHIPS




Presented by  
The Office of the Associate Dean for Curriculum  
Innovation and Academic Affairs

Monday, October 14, 2019  
5:00-6:30 PM

Columbia University School of Social Work,  
Room 311/312 and via Zoom

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*Make waves. Move mountains. Change lives.*

 **COLUMBIA**  
SCHOOL OF SOCIAL WORK  
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### About the Steven P. Schinke Innovation Awards and Fellowships *Established in 2019*

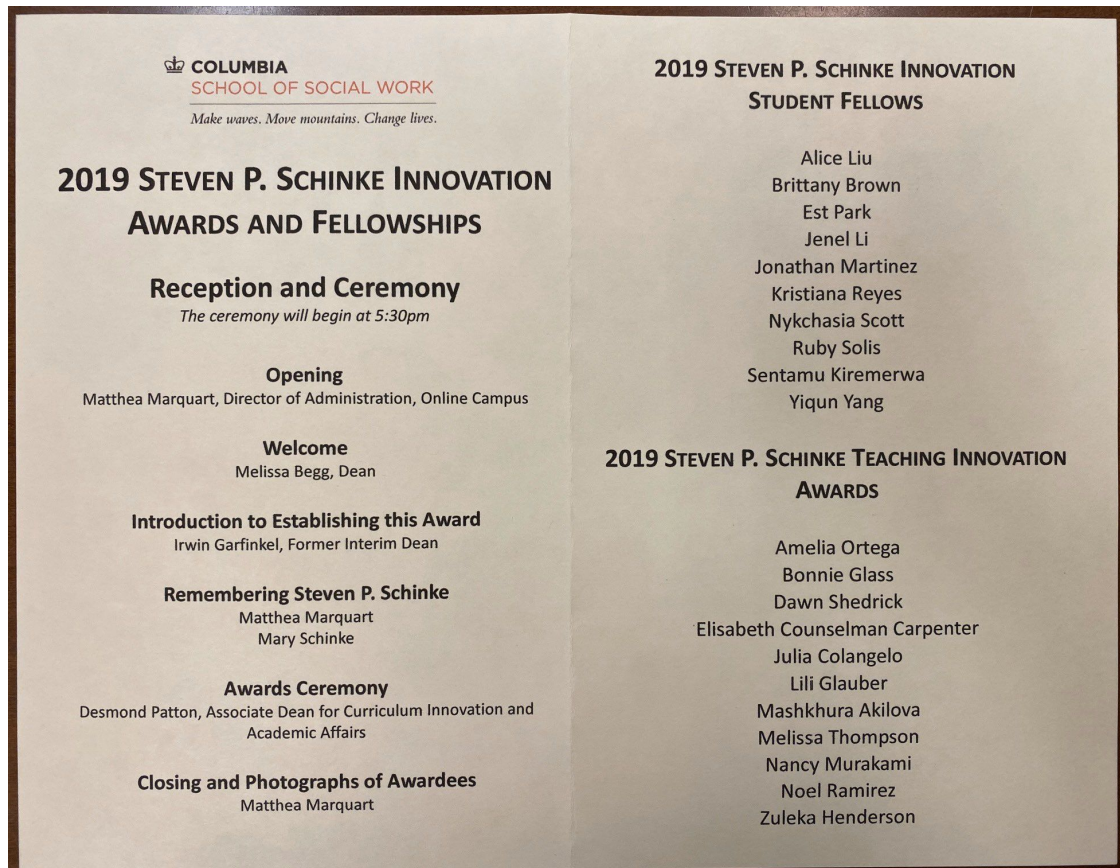
As Founding Faculty Director of the CSSW Online Campus, Steven P. Schinke embraced the challenges of using technology and learning with the same eagerness displayed in his career as a scientist and researcher. In 2015, he was awarded the International Excellence in Online Teaching Award from the Online Learning Consortium.

**The Steven P. Schinke Teaching Innovation Awards** honor Professor Schinke's work by supporting small scale initiatives and ideas on special topics in social work education, decolonizing social work practice and research, and academic innovation.

**The Steven P. Schinke Innovation Student Fellowships** aim to spur academic and technological innovation in teaching and learning in the School of Social Work by training and engaging students with new practices in innovative thinking and emerging technology and by utilizing their skills and knowledge to support offices in CSSW.

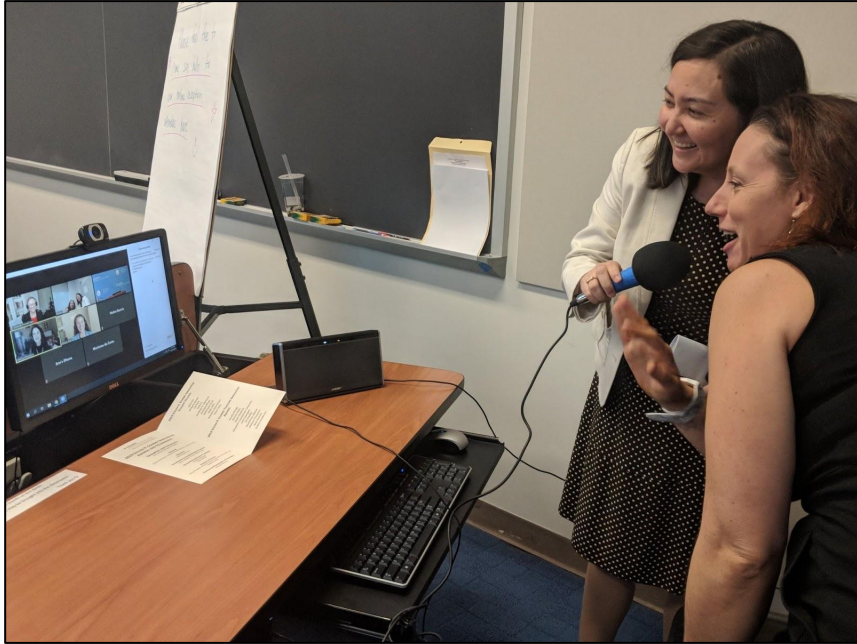
- In honor of Professor Steven P. Schinke (1945-2019)
- To learn more about Professor Schinke:
  - [Remembering Steven Schinke - The Columbia School of Social Work](#)
  - [Columbia University hosts digital memorial for online professor](#)

# Award Reception Program



- Included a reception and ceremony
- The reception included a networking station for online & in-person attendees to talk
- The ceremony included speakers, awards, and photographs

# Logistics: Networking station



- Computer station set up with Zoom, microphone, webcam, speaker (not room speaker)
- Available during reception networking time
- Online event moderator used breakout rooms to enable private conversations

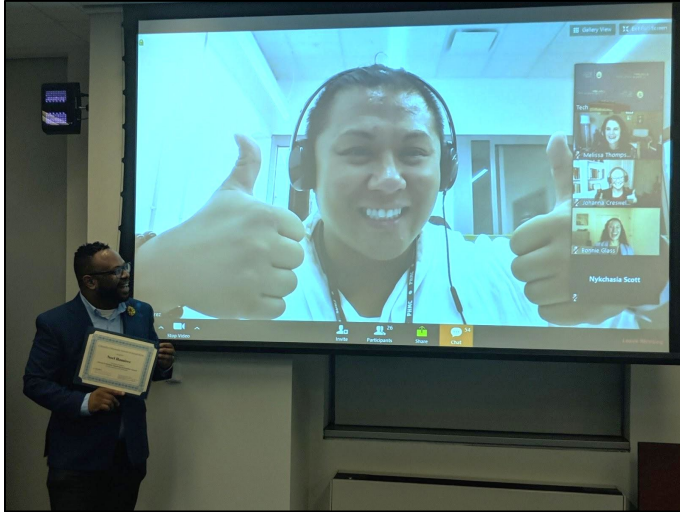


# Logistics: Room setup



- Screen with ability to show different windows -- slides, Zoom
- Room webcam and microphones feeding into Zoom for online attendees
- In-person Zoom host monitored chat & communicated with online event moderator

# Logistics: Honoring award winners



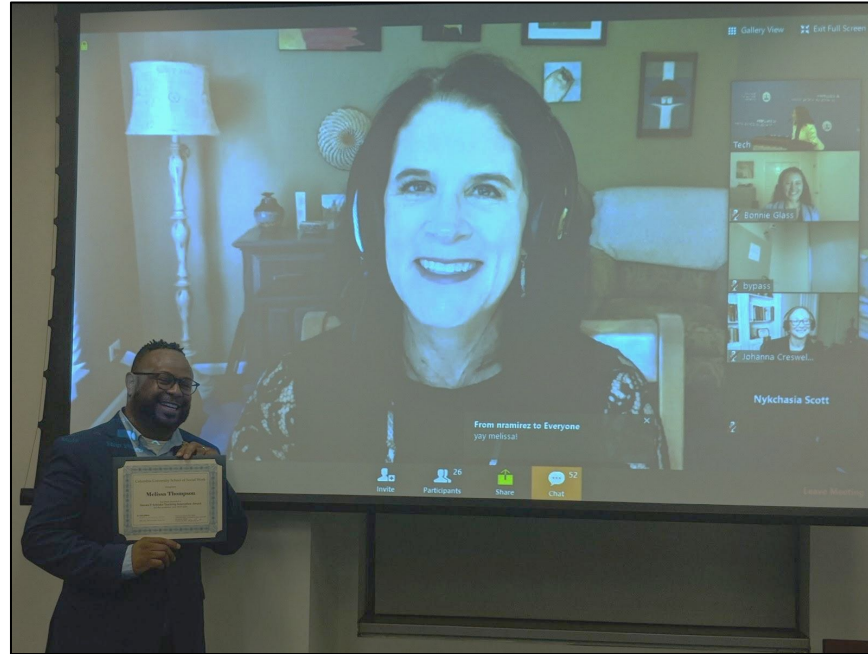
- Remote honorees received their certificates in the mail, along with a copy of the reception program
- In-person Zoom host enlarged the webcam views of online honorees as their names were called

# Logistics: Group photos



- In-person Zoom host used Zoom breakout rooms to allow for different groups to take photos
- Pictured here: Instructors who won Steven P. Schinke Teaching Innovation Awards

# Feedback from Melissa Thompson, Schinke P. Schinke Teaching Innovation Award Honoree



# Additional perspectives from remote honorees

## Kristiana Reyes



“The Schinke Namesake Awards was my first experience with a hybrid event before I knew about hybrid event models. As a commuter to the city where the event was held, the hybrid event model gave me access to the program I otherwise would have missed out on. I enjoyed the opportunity to create meaningful memories with my peers and fellow award recipients via webcam and chat rooms facilitated by the emcee and event organizers. When I consider all of the moving parts a hybrid event entails, it’s even more remarkable that I only remember that night from the laughter and connections I made with my peers. The back-end logistics felt invisible. The Schinke Awards taught me that hybrid events take a lot of preparation and creativity to troubleshoot in real time, but the goal of bridging communities and amplifying dialogue makes it a worthwhile effort towards a future where anyone anywhere in the world can participate.”

## Nykchasia Scott



“After switching from the Residential program to the Online Campus, I found myself longing for a connection to school. I missed the feeling of attending class in the concourse or events in the larger spaces, and don’t get me started on the 75 cent coffee machine. As an honoree at this hybrid event, it truly felt like I was there receiving my award in the room. One moment that always comes to mind is the mixer/social hour that took place after. It was heartwarming for attendees to come to the screen and chat with us in the virtual community. It felt inclusive and surprising as we didn’t know who’d walk up next.”



# Perspectives from in-person honorees

**Mashura Akilova** “The hybrid Steven Schinke Award ceremony was a wonderful celebration of a group of social work faculty and student innovators. It provided an opportunity to learn about the exciting research, courses and projects that involved not only innovations in education and service, but also in mode of delivery. Bringing the faculty and students dedicated to service and education together in a way that involved technology was a great way to honor Dr. Schinke’s legacy.”



**Elisabeth Counselman Carpenter** “Receiving the Schinke Namesake Award was a deep personal and professional honor. Dr. Schinke was an innovator in the world of online learning for social work and one of my first models of how to do it well and impactfully. I am so grateful to have been able to learn from him in the early years of CSSW's online campus. The Award enabled me to study PhotoVoice and how to incorporate the principles into my online teaching related to challenging constructs of historical and structural oppression. Like learning from Dr. Schinke, receiving the award was transformative in how I teach social work. Being able to attend a hybrid reception allowed me to connect with the other deeply talented recipients in a way that transcended distance and time zones - it definitely deepened the collegiality of the celebration!”

**Zuleka Henderson** “The awards ceremony was an overall great experience. The organizers did an amazing job using technology efficiently to ensure that our entire cohort of awardees could be celebrated together. When COVID-19 changed the nature of social interactions for many of us, I had events like this to rely on as a model for how to intentionally use technology to foster engagement and celebration across live and virtual spaces.”



# Applications for organizations

- Create events that are inclusive of participants who experience difficulty traveling to in-person special events due to health, ability, geographic location, caregiving responsibilities, cost issues, etc.
- Events may include celebratory culminating events for course completion, receptions for special guest speakers, networking sessions at conferences, showcase events, etc.
- May be particularly useful as organizations transition back to offices after the pandemic, which may include continued remote work options

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# Q&A

**Thank you!**

**Thank you for joining us, and thank you to David Guralnick, Yidan Yan, and The Learning Ideas Conference team!**

# Connect with the Presenters



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